WHAT IS CLAIMED IS:

1. An apparatus for providing video to a user over the Internet comprising:

compression means for compressing a plurality of specialized videos having individual variable configurations;

detection means for detecting user variables on said user's personal computing device;

selection means for selecting said specialized videos matched to said user variables; and

delivery means for delivering said specialized video selected with said selecting means to said user over said Internet.

2. The apparatus of Claim 1, wherein said compression means is coupled to an operator interface for entering video compression data.

3. The apparatus of Claim 2, wherein said compression means is coupled to a compression paramater database for retreiving compression parameters relative to said video compression data.

4. The apparatuus of Claim 3, further comprising a compression manager for managing the construction of said specialized video from said user input and said compression parameters.

5. The apparatus of Claim 4, further comprising a compression engine for compressing said specialized video.

6. The apparatus of Claim 5, wherein said detection means is comprised of user identification software installed on said user's personal computing device for communicating said user variables.

7. The apparatus of Claim 6, further comprising server software installed on a serving computer coupled to the Internet for receiving said user variables from said user identification software.

8. The apparatus of Claim 7, wherein said server software is comprised of installation means for installing said user identification software on said user's personal computing device.

5   9. An apparatus for providing video to users over the Internet comprising:

data entry means for the entry of compression data;

parameter storage means for storing compression parameters;

compression means for compressing a specialized video from said

10   compression data and said compression parameters;

video storage means for storing said specialized video;

detection means for detecting user variables on a said user's personal computing device;

selection means for selecting specialized video matched to said

15   user variables; and

delivery means for delivering said specialized video selected with said selection means.

10. The apparatus of Claim 9, wherein said data entry means is

20   comprised of a computer having software for input of client specific data.

11. The apparatus of Claim 9, wherein said compression means is coupled to a raw video storage device for storing uncompressed video footage.

25

12. A method for providing video to a personal computing device over the Internet comprising the steps of:

compressing a plurality of specialized videos having separate user dependent configurations;

30   detecting the varibles of said personal computing device; and

delivering said specialized video to said personal computing device.